



Announcing the Virginia Slims FREE Nostalgic Note Card Promotion

Virginia Slims is offering 12 note cards
in 12 matching envelopes, FREE to your
customers, with purchase.

These distinctive note cards are created
from the Virginia Slims Collection of
"old time" illustrations. Your customers
can't get them anywhere else - only when
they buy Virginia Slims.

The promotion has been a advertising
support, full page, four-color ads
in major women's magazines and local
newspaper supplements.

Total Virginia Slims sales went
up 12.4% in 1972. More than ever, it's the
leading cigarette made for women.

Don't be caught short on Virginia Slims.
Regular or Menthol. Your customers
won't like it, and neither will you.



Another
sales-building
promotion from
Philip Morris USA

*Source: The Monitor Near End Report, Page 1, 1972.
Courtesy of the Research Div. of Philip Morris Inc.

